

Author and year	Study design	Study period	Country	Equity	Participants	Mean age [range]	Risk of bias	N° of dp	MA?	Exposure	Exposure measure	Outcome measure	N
Dai 2022 ⁵⁸	Cross-sectional	2019	China	High income country with mixed SEP	Junior, senior high and vocational high school students in Shanghai	13.7 [13-18]	Low	2	Yes	Exposure to health-risk behaviour content	Exposure to e-cigarette advertisements on SM (<i>via validated tool</i>)	Ever e-cigarette use (<i>via validated tool</i>)	708,765
										Exposure to health-risk behaviour content	Exposure to e-cigarette advertisements on SM (<i>via validated tool</i>)	E-cigarette use in the past month (<i>via validated tool</i>)	708,765
Davis 2019 ⁵⁹	Cohort	2010-2016	USA	HIC Mixed SEP	Grade 6-7 middle school students' part of the CHOICE USA alcohol and drug use prevention program	13.2 [12-15]	Mod	1	No	Exposure to health-risk behaviour content	Substance related media exposure via SM in the past 3 months	Freq. of alcohol use in the past month	4840
Dawson 2019 ⁶⁰	Cross-sectional	2016-2017	USA	High income country with mixed SEP	Students with previous diagnosis of ADHD part of the BEST Project	14.5 [NR]	High	3	Yes	Freq. of SM use	Presence of SNS use	Ever sent a sext	58
										Freq. of SM use	Number of participant posts on Facebook (posted by participant) over 2-month period (<i>objectively recorded</i>)	Ever sent a sext	34
										Exposure to health-risk behaviour content	% of participant posts sharing inappropriate content on Facebook over 2-month period (<i>objectively recorded</i>)	Ever sent a sext	34
de Bruijn 2016 ⁶¹	Cross-sectional	2012	Germany, Italy, Netherlands, and Poland	High income country	Urban and rural school students	14.1 [NR]	Mod	2	Yes	Exposure to health-risk behaviour content	Ever use of an alcohol branded SM page	Onset of drinking	9,032
										Exposure to health-risk behaviour content	Ever used alcohol branded SM page	Binge drinking in the past month	9,032
De Jans 2021 ⁶²	RCT	2020	Belgium	High income country with mixed SEP	School students from 3 primary schools	10.0 [8-12]	Low	1	No	Exposure to health-risk behaviour content	Exposure to snack with low nutritional value (mini donut) on Instagram (<i>objectively recorded</i>)	Consumption of snack high in nutritional value (strawberries) (<i>objectively recorded</i>)	190
De Looze 2019 ⁶³	Cross-sectional	2002-2014	European and North American Countries	High income country with mixed SEP	Sample members of the Health Behaviour in School-aged Children Survey	13.5 [13.1-13.8]	Mod	3	Yes	Freq. of SM use	Freq. of electronic media communication with friends	Weekly alcohol use	191,727
										Freq. of SM use	Freq. of electronic media communication with friends	Weekly smoking	191,727
										Freq. of SM use	Freq. of electronic media communication with friends	Lifetime cannabis use	56,159